

Message Text

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TAGS: BEXP, UK

SUBJECT: IN-STORE-PROMOTION FY'75 - SELFRIDGES

REF: LONDON 7650, JUNE 18, 1974; JOHNSON/SAVAGE TELCON

AUGUST 2, 1974

1. ON AUGUST 2, REX BATT, SELFRIDGE'S GROUP MERCHANTISE
MANAGER, ASKED EMBOFF'S TO SELFRIDGES FOR DE-BRIEFING
RE HIS MARKET RESEARCH TRIP TO U.S. HE APOLOGIZED FOR
DELAY IN APPROACHING US WHICH WAS DUE TO INTRODUCTION
U.K. MINI-BUDGET AND REDUCTION OF VAT FROM 10 TO 8
PERCENT.

2. IN TERMS OF INCREASING SELFRIDGES PURCHASE OF
U.S. GOODS, TRIP CALLED AN UNQUALIFIED SUCCESS. SEL-
FRIDGES DEFINITELY PLANS EXPAND PURCHASES U.S. GOODS IN
MANY AREAS, PARTICULARLY LINENS, TOWELS AND GENERAL
HOUSEWARES.

3. DUE TO INABILITY SOME U.S. FIRMS DELIVER SOON ENOUGH
SELFRIDGES PLANS DELAY PROMOTION AT LEAST UNTIL APRIL/
MAY 1975.

4. BRUCE ALLAN, INTERNATIONAL PRODUCTS DEVELOPMENT COR-
PORATION, 230 FIFTH AVENUE, NEW YORK CITY, N.Y. 10001
(TEL: 212-532-6747) SO IMPRESSED MR. BATT THAT BATT
ASKED SELFRIDGES STAFF TO MAKE FINAL DECISION ON IN-
STORE-PROMOTION ONLY AFTER PERSONAL PRESENTATION BY
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ALLAN SOMETIME IN SEPTEMBER. BATT BELIEVES SELFRIDGES

WILL GO AHEAD WITH IN-STORE-PROMOTION. SUMMER VACATIONS BY SENIOR STAFF AND FACT SAMPLES ONLY BEGINNING TO ARRIVE NOW IN ANY CASE MAKE BEGINNING SEPTEMBER EARLIEST POSSIBLE TIME FOR FINAL, FORMAL DECISION.

5. ACCORDING TO BATT, ONLY REAL OBSTACLE DELIVERY TIMES. SELFRIDGES WANTS TO ORDER MINIMUM 250,000 DOLLARS AND MAKE PROMOTION GREAT SUCCESS IF FINALLY DECIDE TO GO INTO IT. APPARENTLY MR. ALLAN HAS PROMISED TO HAVE GUARANTEED DELIVERY TIMETABLES FOR WIDE RANGE PRODUCTS WHEN HE MEETS WITH SELFRIDGES IN SEPTEMBER.

6. WE REGRET SELFRIDGES WILL NOT FORMALLY SIGN ON NOW BUT HASTEN TO POINT OUT THAT EXCELLENT WORK DONE BY COMMERCE AND ITS FIELD OFFICES WILL IN ANY CASE GREATLY INCREASE U.S. EXPORTS OF CONSUMER GOODS.

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